GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

RAJYA SABHA

UNSTARRED QUESTION NO. 873
TO BE ANSWERED ON 19.09.2020

SPENDING ON SOCIAL MEDIA ADVERTISEMENT

873. SHRI MALLIKARJUN KHARGE

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government is giving advertisements for its various schemes and programs on social media platforms;

(b) if so, the details thereof;

(c) the amount of expenditure of Government behind social media advertising over the last five years;

(d) whether Government plans to increase its spending on social media advertisement; and

(e) if so, the total increase in social media advertising that Government is planning?

ANSWER

MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE; MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF HEAVY INDUSTRIES AND PUBLIC ENTERPRISES

{SHRI PRAKASH JAVADEKAR}

(a) & (b) The Bureau of Outreach and Communication (BOC) under the Ministry of Information and Broadcasting undertakes awareness campaigns for dissemination of information about the Schemes and programmes of Government through various media platforms including social media platforms.

(c) to (e) The media plans in respect of awareness campaigns undertaken by BOC are finalized keeping in view the requirements, target audience and budget availability, as indicated by the concerned Ministries/Departments.

BOC has undertaken only one campaign on social media in June, 2015 in last five years from 2015-16 to 2019-20, involving a total expenditure of Rs 21.66 lakh.

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